

WKMG

ORDER

Print Date 11/05/12 Page 1 of 1

Flight Dates 10/29/12-11/02/12

Order Sep 00:15:00

Contract / Revision 261371 /

Original Date / Revision
10/05/12 10/05/12

Advertiser**POL/S Plakon/R/Str/FI**

Agency **Southern Campaign Resource**

Buying Contact

**235 E. Virginia St.
Tallahassee, FL 32301**

Product

PLAKON FOR ST REP

Agency Com 15%

Billing Contact

**235 E. Virginia St.
Tallahassee, FL 32301**

Sales Office PHI

Sales Region NAT

Agency Ref

Estimate #

Alt Order # 06365419

Billing Type	Cash
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Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-State-Republican

Priority P-2

Advertiser Ref

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 5800

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	4	\$4,930.00	\$5,800.00	0.00	10/29/12	11/02/12	4	\$4,930.00	\$5,800.00
Totals	4	\$4,930.00	\$5,800.00	0.00					

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	4	\$4,930.00	\$5,800.00	0.00	10/29/12	11/02/12	4	\$4,930.00	\$5,800.00
Totals	4	\$4,930.00	\$5,800.00	0.00					

													Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
E 1	WKMG	10/30/12	11/02/12	Local 6 News 12-1230p CM		12-1230p	-T---F--	:30	2	\$1,200.00	P-2	0.00 NM	2	\$2,400.00	
				Local 6 News 12-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T---F--		2				\$1,200.00		0.00			
E 2	WKMG	10/29/12	11/02/12	M-F 11p News CM		11-1135p	M---F--	:30	2	\$1,700.00	P-2	0.00 NM	2	\$3,400.00	
				M-F 11p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M---F--		2				\$1,700.00		0.00			
													Totals	4	\$5,800.00

WKMG

ORDER

Print Date 11/05/12 Page 1 of 3

Flight Dates 10/30/12-11/06/12

Order Sep 00:15:00

Contract / Revision 263339 /

263339 / PLAKON FOR ST REP

Original Date / Revision

Product

Agency Com 15%

10/30/12 11/02/12

Billing Contact

AdvertiserPOL/SRPOF-PLAKON/R/STR

**235 E. Virginia St.
Tallahassee, FL 32301**

Agency **Southern Campaign Resource**

Buying Contact

Sales Office PHI

Sales Region NAT

**235 E. Virginia St.
Tallahassee, FL 32301**

Agency Ref

Estimate #

Alt Order # 6401363

Billing Type Cash

Order Type	GENERAL
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Billing Cycle	EOM/EOC
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Billing Calendar BROADCAST

Demographic A25-54

Rev Codes AGY POL CAND

Product Codes PL-State-Political

Priority P-2

Advertiser Ref

Primary Account Executive

Kristen Waskie

Account Executive	Order%	Start Date	End Date
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Kristen Waskie	100%
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Order Share 100% Market Value 47350

Competing Station	% of Order	Amount
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CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	18	\$40,247.50	\$47,350.00	0.00
Totals	18	\$40,247.50	\$47,350.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/05/12	18	\$40,247.50	\$47,350.00

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKMG	11/01/12	11/02/12	Local 6 News 12-1230p CM		12-1230p	---T---	:30	1	\$1,200.00	P-2	0.00	NM	0	\$0.00
				Local 6 News 12-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	---T---	1			\$1,200.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
2	WKMG	10/29/12-11/04/12		Local 6 News 12-1230p		12-1230p	---Th----	:30		(\$1,200.00)	0.00	NM			
Credited															
[MG 9-11]															
N 2	WKMG	10/31/12	11/02/12	3-4p Doctors CM		3-4p	--W-F--	:30	2	\$350.00	P-2	0.00	NM	1	\$350.00
				The Doctors											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	--W-F--	2			\$350.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WKMG	10/29/12-11/04/12		3-4p Doctors		3-4p	--W-F----	:30		(\$350.00)	0.00	NM			
Credited															